GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED-SEMESTER- VII-EXAMINATION- SUMMER-2024

Subject Code: 2577113   **Date: 15/05/2024**
Subject Name: Sales and Distribution Management
Time: 02:30 PM TO 5:30 PM   **Total Marks: 70**

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1	**(a)**	Define the term 'Sales Management'. Explain functions of Sales Management in detail, quoting suitable examples	**07**
	(b)	What is 'Sales Forecasting? Explain its importance.	**07**
Q.2	**(a)**	What is the importance of Proper Selection and Recruitment of Sales People what are the various Sources of Recruitment?	**07**
	(b)	Define sales territory. What are the objectives? How does it differ from "trade areas"?	**07**

OR

	(b)	Explain the various elements of Channel Information Systems.	**07**
Q.3	**(a)**	Write Sales Process and explain the various steps involved in the Process.	**07**
	(b)	What are the sales related marketing strategies undertaken by the sales manager.	**07**

OR

Q.3	**(a)**	Discuss the role of Warehouse in distribution management.	**07**
	(b)	Explain the points of difference between Retailing and wholesaling.	**07**
Q.4	**(a)**	Explain the Roles and responsibilities of sales manager.	**07**
	(b)	What are the major objectives of sales quota?	**07**

OR

Q.4	**(a)**	Write a note on Sales Contests.	**07**
	(b)	What are the methods adopted by sales manager for remuneration salespersons.	**07**
Q.5	**(a)**	Discuss the various Reasons for channel conflicts.	**07**
	(b)	"Standards for measuring sales performance need to be specific, measurable, attainable, realistic, and time specific."- Discuss.	**07**

OR

Q.5	**(a)**	Define market potential. How does it differ for sales potential?	**07**
	(b)	What do you understand from market logistics? Explain its objectives and decisions of market logistics with suitable examples.	**07**

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